Bd Continue the remote location.--

IN THE CLAIMS

Please delete Claims 1-13 in the present application and insert the following claims:

--14.   A method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network, comprising the steps of:

receiving at a user location a broadcast including a data set associated with the product information,

extracting the data set from a non-video portion of the broadcast in an extracting system; and

operating a connection device to connect the user location to the remote location on the network in response to extracting the data set to enable retrieval of the product information from the remote location.--

--15.   The method of Claim 14, wherein the step of receiving comprises the steps of:

generating a reference signal in a receiving device;

presenting a reception signal from the broadcast at an input of the receiving device;

mixing the reception signal with the reference signal to detect a received signal in the receiving device;

demodulating the received signal to output a data stream; and

coupling the data stream to a data decoder.--

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--16. The method of Claim 15, wherein the step of generating a reference signal in a receiving device comprises the step of:

activating a local oscillator having a predetermined frequency and amplitude to provide a heterodyning signal.--

--17. The method of Claim 15, wherein the step of presenting a reception signal at an input to the receiving device comprises the step of:

locating an RF signal encoded with the reception signal comprising modulation variations in a carrier signal in the broadcast within the range of a detection antenna coupled to an input of the receiving device.--

--18. The method of Claim 15, wherein the step of mixing the reception signal with the reference signal to detect a received signal in the receiving device comprises the steps of:

detecting the received signal by mixing the reception signal and the reference signal in a nonlinear circuit; and

outputting the received signal corresponding to a difference between the frequencies of the reception and the reference signals.--

--19. The method of Claim 14, wherein the step of extracting comprises the steps of:

decoding the data set to output the product information in binary data form;

coupling the binary data product information to a first memory in a data processor; and

executing a first program of instructions to process the product information and send it to the connection device.--

--20. The method of Claim 14, wherein the step of operating comprises the steps of:

receiving and reading the product information from the extracting step; and

executing a second program of instructions to establish a communication connection between the user location and the remote location using information read from the product information.--

--21. A method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network, comprising the steps of:

5   receiving at a user location a broadcast including a data set associated with the product information, the signal embedded in a widely disseminated communication from a source to numerous user locations having a device for retrieving the signal;

extracting the data set from the signal in an extracting system; and

operating a connection device to connect the user location to the remote location

10   on the network in response to extracting the data set to enable retrieval of the product information from the remote location.--

--22. The method of Claim 21, wherein the step of receiving comprises the steps of:

generating a reference signal in a receiving device;

presenting a reception signal from said widely disseminated communication at

5   an input of the receiving device;

mixing the reception signal with the reference signal to detect a received signal in the receiving device;

demodulating the received signal to output a data stream; and

coupling the data stream to a data decoder.--

--23. The method of Claim 22, wherein the step of generating a reference signal in a receiving device comprises the step of:

activating a light source to provide a coherent light beam having a predetermined wavelength and intensity to provide an incident signal.--

--24. The method of Claim 22, wherein the step of presenting a reception signal at an input to the receiving device comprises the step of:

locating a printed indicia encoded with the reception signal comprising the reflected variations in light beam intensity resulting from scanning the printed indicia in the widely disseminated communication within the range of a detection device coupled to an input of the receiving device.--

--25. The method of Claim 22, wherein the step of mixing the reception signal with the reference signal to detect a received signal in the receiving device comprises the steps of:

detecting the received signal by placing the reference signal in incident relationship upon the printed indicia containing the reception signal; and

outputting the received signal corresponding to reflected variation in light intensity resulting from scanning the printed indicia.--

--26. The method of Claim 21, wherein the step of extracting comprises the steps of:

decoding the data set to output the product information in binary data form;

coupling the binary data product information to a first memory in a data processor; and

executing a first program of instructions to process the product information and send it to the connection device.--

--27. The method of Claim 21, wherein the step of operating comprises the steps of:

receiving and reading the product information from the extracting step; and

executing a second program of instructions to establish a communication

5 connection between the user location and the remote location using information read from the product information.--

--28. A system for retrieving product information related to a commercial event and associated with a remote location on a network, comprising:

a receiver at a user location for receiving a broadcast including a data set

10 associated with said product information;

an extracting system for extracting said data set from a non-video portion of said broadcast; and

a connection device for connecting said user location to said remote location on said network responsive to extraction of said data set to enable retrieval of said product

15 information from said remote location.--

--29. The system of Claim 28, wherein said data set comprises connection information encoded in a unique code.--

--30. The system of Claim 29, wherein said unique code comprises a universal product code.--

--31. The system of Claim 29,wherein said unique code comprises a machine readable code.--

--32. The system of Claim 28, wherein said broadcast comprises:

a widely disseminated communication from a source to numerous user locations having a said receiver.--

--33. The system of Claim 32, wherein said widely disseminated

communication comprises:

a printed publication having said data set encoded therein as indicia.--

--34. The system of Claim 32, wherein said widely disseminated communication comprises:

an electronic broadcast having said data set encoded therein as audio.--

--35. The system of Claim 28, wherein said receiver comprises:

a device adapted to selectively retrieve said signal from among other signals in said widely disseminated communication; and

an output circuit for coupling said retrieved signal to said extracting system.--

--36. The system of Claim 35, wherein said device comprises:

a radio tuner for demodulating a received radio broadcast.--

--37. The system of Claim 36, wherein said radio tuner comprises a circuit tuned to receive a radio, television, cable, fiber optic or satellite broadcast.--

--38. The system of Claim 28, wherein said receiver device comprises a circuit tuned to detect optically distinguishable indicia in a printed publication.--

--39. The system of Claim 38, wherein said circuit comprises a scanning device for reading a machine readable code.--

--40. The system of Claim 28, wherein said extracting device comprises:

a data receiving device, comprising:

a data decoding device for outputting said data set extracted from said broadcast

and expressed in binary form; and

5   a data processing unit having a data input for receiving said data set, first and second memories, a communication terminal and operating according to a program of instructions.--

41.   The system of Claim 40, wherein said first memory comprises a random access memory for storing said data set received at said data input.--

--42.   The system of Claim 40, wherein said second memory comprises a read only memory for storing said program of instructions.--

--43.   The system of Claim 40, wherein said data processing unit comprises a microprocessor operable according to said program of instructions to store said data set and send connection information from said data set to said connection device upon a user command.--

--44.   The system of Claim 28, wherein said connection device comprises:

a communication device responsive to a user command for establishing a connection via said network between said extracting system and said remote locations; and

5   a device for relaying a response, wherein said response having at least product/service identification information and consumer identification information.--

--45.   The system of Claim 28, wherein said connection device comprises:

a communication device for establishing a connection via said network between said extracting system and said remote location.--